



NEW CHECKS AND BALANCES

Revision #: 0 Date: 10/19/2012

Client: OH CHECKS & BALANCES
Media: TV
Product: TV
Market: Cincinnati

Estimate: 2997
Description: OH CHECKS & BALANCES OCT 20-OCT 29 T
Flight Start Date: 10/20/12 5:00:00 AM
Flight End Date: 10/29/12 4:59:00 AM

67231

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total Spots
						10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29	
WKRC-TV																
1	11 MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$1,200.00	\$1,020.00	30	0	0	1	1	1	1	1	0	0	1	6
2	12 Sa 7:00a-8:00a LOCAL12NW-SA 7	WK	\$800.00	\$680.00	30	1	0	0	0	0	0	0	1	0	0	2
3	13 Sa 8:00a-9:00a SAT ER SHW-CBS	WK	\$1,100.00	\$935.00	30	1	0	0	0	0	0	0	1	0	0	2
4	14 Sa 9:00a-10:00a SAT ER SHW-CBS	WK	\$1,100.00	\$935.00	30	1	0	0	0	0	0	0	1	0	0	2
5	15 Su 9:00a-9:30a SUNDAY MRN-CBS	WK	\$2,800.00	\$2,380.00	30	0	1	0	0	0	0	0	0	1	0	2
6	16 Su 9:30a-10:00a SUNDAY MRN-CBS	WK	\$2,800.00	\$2,380.00	30	0	1	0	0	0	0	0	0	1	0	2
7	17 Su 10:00a-10:30a SUNDAY MRN-CBS	WK	\$2,800.00	\$2,380.00	30	0	1	0	0	0	0	0	0	1	0	2
8	18 MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	EN	\$2,000.00	\$1,700.00	30	0	0	0	0	0	0	0	0	0	1	1
9	19 MTuWThF 5:30p-6:00p LOCAL12 NW-530<	EN	\$2,000.00	\$1,700.00	30	0	0	1	0	1	0	1	0	0	0	3
10	20 MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$2,500.00	\$2,125.00	30	0	0	0	1	0	1	0	0	0	0	2
11	21 Sa 6:00p-6:30p NEWS	EN	\$1,000.00	\$850.00	30	1	0	0	0	0	0	0	0	0	0	1

11 N/A, mkgd 2x Big East @ \$500 each. P4



CHECKS AND BALANCES

Revision #: 0 Date: 10/19/2012

Client: OH CHECKS & BALANCES

Estimate: 2997

Media: TV

Description: OH CHECKS & BALANCES OCT 20-OCT 29 T

Product: TV

Flight Start Date: 10/20/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 10/29/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Sat 10/20	Sun 10/21	Mon 10/22	Tue 10/23	Wed 10/24	Thu 10/25	Fri 10/26	Sat 10/27	Sun 10/28	Mon 10/29	Total Spots	
WKRC-TV																	
22	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	0	0	1	1	0	1	1	0	0	1	5	
23	Sa 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	1	0	0	0	0	0	0	0	0	0	1	
24	Su 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	0	1	0	0	0	0	0	0	0	0	1	
25	MTuWThF 11:35p-12:35a D LETTRMAN-CBS<	LF	\$1,000.00	\$850.00	30	0	0	1	0	1	0	0	0	0	0	2	
Total Spots:						5	4	4	3	3	3	3	3	3	3	34	
Total Cost:			\$65,600.00	\$55,760.00													
Total																	
OCT 12			\$59,600.00	\$50,660.00													31
NOV 12			\$6,000.00	\$5,100.00													3

Signature: _____

Disclaimer:



Summary by Station/System

Date: 10/19/2012

Client: OH CHECKS & BALANCES

Estimate: 2997

Media: TV

Description: OH CHECKS & BALANCES OCT 20-OCT 29 T

Product: TV

Flight Start Date: 10/20/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 10/29/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	34	\$65,600.00	100%	\$55,760.00	100%
Market Total:	34	\$65,600.00		\$55,760.00	

Dienger, Whitney

From: Jacobs, Sarah
Sent: Friday, October 19, 2012 10:55 AM
To: Dienger, Whitney
Subject: FW: Checks & Balances MKGD WKRC

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Friday, October 19, 2012 10:53 AM
To: Jacobs, Sarah
Subject: RE: Checks & Balances MKGD WKRC

ok

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Friday, October 19, 2012 10:49 AM
To: Whitney Eversole
Subject: Checks & Balances MKGD WKRC
Importance: High

1x Sat 6-630pm News at \$1000 is N/A due no news due football.
Mkgd 2x Big East game 10/20 at \$500 each.

Please confirm.
Thanks
SAJ

Sarah Jacobs
Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati
513/763-5672

10/19/2012

ORDER



Orders
Order / Rev: 67231
Alt Order #:
Product Desc: oh checks & balances
Estimate: 2997
Flight Dates: 10/20/12 - 10/29/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: GENERAL

Local 12 WKRC-TV
LSM LSM
CVG
Local

Primary AE:
Sales Office:
Sales Region:

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:
7669 Stagers Loop
Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Checks and Balances for Economic G
Demographic: HH
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	32	\$59,600.00	\$50,660.00
10/29/12	10/29/12	3	\$6,000.00	\$5,100.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	32	\$59,600.00	\$50,660.00	0.00
November 2012	3	\$6,000.00	\$5,100.00	0.00
Totals	35	\$65,600.00	\$55,760.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	41%	\$65,600.00
Market	100%	\$160,000.00

Competitive Share	Share	Total
EKRC	1%	\$1,600.00
UNKWN	58%	\$92,800.00
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/22/12	10/29/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
				6a Good Morn Cincinnati		(6:00 AM-6:30 AM)	✓			✓					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	11111--	5	\$1,200.00	0.00								
		Week: 10/29/12	11/04/12	1-----	1	\$1,200.00	0.00								
N 2	WKRC	10/20/12	10/27/12	6a-8a Local 12 News Sa	CM	7:00 AM-8:00 AM	-----1-	:30	1	\$800.00	P-1	0.00	NM	2	\$1,600.00
				6a-8a Local 12 News Sat		(7:00 AM-8:00 AM)	✓			✓					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	-----1--	1	\$800.00	0.00								
		Week: 10/22/12	10/28/12	-----1-	1	\$800.00	0.00								
N 3	WKRC	10/20/12	10/27/12	CBS This Morning Satur	CM	8:00 AM-9:00 AM	-----1-	:30	1	\$1,100.00	P-1	0.00	NM	2	\$2,200.00

